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Consumer Purchases of Selected FRUITS AND JUICES

in NOVEMBER

1956



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

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PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN NOVEMBER 1956

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Consumers purchased about 5 percent less frozen concentrated fruit juices in November 1956 than in November 1955. Decreased purchases of frozen concentrated orange juice accounted for about half of the decline (table 1).

Total purchases of canned single-strength juices were almost unchanged in November 1956 as compared to November 1955. However, purchases of the two major canned single-strength citrus juices--orange and grapefruit--were down about 9 percent (table 2).

In November 1956, householders purchased less frozen concentrated lemonade, but a substantially larger quantity of canned single-strength orangeade than in November 1955.

Consumer purchases of fresh oranges and grapefruit in November 1956 were down 17 and 20 percent, respectively, from November a year earlier. However, purchases of lemons and tangerines were 12 and 44 percent greater, respectively, than in the same month in 1955 (table 3).

Frozen Juices, Refrigerated Juices, and Ades: In November 1956, household consumers purchased 4.8 million gallons of frozen concentrated orange juice. This was the smallest quantity purchased in November in any year since 1953.

The decline in total purchases of frozen orange juice was due to only 28.6 percent of United States families buying the product in November 1956 as compared to 30.2 percent buying in November 1955. The average price paid in November 1956, 16.7 cents per 6-ounce can, and the average quantity purchased per family, 44.4 ounces, were both up fractionally (fig. 4).

Consumers purchased 70,000 gallons of frozen concentrated grapefruit juice in November 1956, a 29 percent smaller volume than in October 1956. Data for this product was not obtained in 1955. The decrease in purchases was due to both a smaller average per family purchase--17.3 ounces in November as compared to 19.9 ounces purchased in October--and to a slight decrease in the proportion of the Nation's families buying this product. Prices averaged 13.8 cents per 6-ounce can (table 1).

Data for chilled orange juice were obtained for the first time in October 1956. Consumers purchased 1.3 million gallons of chilled orange juice in November 1956, about 150,000 gallons more than in October. In contrast,

purchases of frozen concentrated orange juice were down from October. While the proportion of families buying chilled orange juice decreased slightly, the average monthly quantity purchased increased by 24 percent, to nearly 124 ounces per buying family. Price per quart increased 0.5 cent in November to 37.3 cents.

Householders purchased about 148,000 gallons of frozen concentrated lemonade in November 1956, about 58 percent less than in the preceding month, and 15 percent less than was purchased in November 1955. Purchases of this product were the lowest for any November since 1952 (fig. 5).

About 2 percent of United States families bought frozen concentrated lemonade in both November 1956 and November 1955, but their average purchase of 20.7 ounces in November 1956 was 6 percent less than the average quantity purchased in the previous November. The November 1956 price of 14.3 cents per 6-ounce can was 0.3 cent higher than the November 1955 price.

In November 1956, consumers purchased about 466,000 cases (equivalent No. 2 cans) of single-strength orangeade, a 4 percent smaller volume than in October, but a 43 percent increase over November 1955. The increase over November 1955 was due principally to a higher average purchase per buying family of 122 ounces compared to 108 ounces. The proportion of families purchasing orangeade also increased. The average price of 27.2 cents paid for a 46-ounce can was almost unchanged.

Canned Juices and Fruit: In November 1956, household consumers purchased 834,000 cases (equivalent No. 2 cans) of canned single-strength orange juice, an increase of about 8 percent over October, but a 13 percent decrease compared to November 1955. Except for August and October 1956, the November 1956 purchase volume was the smallest for any month since reporting began on this product in January 1949 (table 2).

With the exception of October 1956, the proportion of families that bought orange juice was the lowest since the beginning of this series. Prices paid in November averaged 36.6 cents per 46-ounce can, about 10 percent higher than in November 1955 (fig. 6).

Consumer purchases of canned single-strength grapefruit juice also continued to decline. The November purchase of 813,000 cases (equivalent No. 2 cans) of grapefruit juice was 5 percent less than in November 1955 and was the smallest quantity purchased in any month since December 1954. About 7.2 percent of United States families bought grapefruit juice in November 1956, the smallest proportion of families since this series of reports began. The November 1956 price was 28.6 cents per 46-ounce can, 3.1 cents higher than for November 1955.

Householders purchased 42,000 cases (equivalent No. 2 cans) of single-strength lemon juice in November 1956, a 31 percent larger volume than in November 1955. Larger total purchases resulted from an increase in both the number of families purchasing and in the average quantity bought per buying family. In November 1956, consumers paid an average of 11.7 cents for lemon juice purchased in 5-1/2 and 6-ounce cans, 1.2 cents less than in November 1955.

Consumer purchases of prune juice in November 1956 amounted to 662,000 cases (equivalent No. 2 cans), up 20 percent from November 1955. This increase was due to a rise in both the proportion of families buying and in the average quantity purchased by those families. Prices were unchanged from November 1955.

About 1.7 million cases (equivalent No. 2 cans) of tomato juice were purchased by consumers in November 1956 as compared to 1.8 million cases in November 1955. This decrease in purchases was due to fewer families buying the product as the average quantity purchased was slightly larger than in November a year earlier.

Purchases of tomato juice in November 1956 slightly exceeded the combined purchases of single-strength orange and grapefruit juices, and the number of families purchasing tomato juice was more than twice that purchasing either orange or grapefruit juice.

Data for canned grapefruit sections were obtained for the first time in October 1956. Householders bought 313,000 cases (equivalent No. 2 cans) of this product in November 1956--an 18 percent decrease from October. The 5.6 percent of families buying was down about 1 percentage point and the 53 ounces purchased per family was down 6 percent compared with October. The price paid per 303 can, however, was almost unchanged at 18 cents.

Fresh Fruit: Household consumers purchased nearly 2.0 million boxes of fresh oranges in November 1956. This was a decrease of 17 percent from November 1955, and was the lowest volume purchased in November since this series of data was begun in 1949. In comparison to November 1955, purchases of California-Arizona oranges were off 11 percent; Florida oranges 21 percent; and unidentified oranges were off 15 percent (fig. 7).

Consumer purchases of fresh oranges in November 1956 were 51 percent larger than in October 1956, primarily because of greatly increased purchases of Florida oranges. Householders, however, purchased only 746,000 boxes of California-Arizona oranges in November 1956, the smallest monthly volume reported since August 1954 (fig. 8).

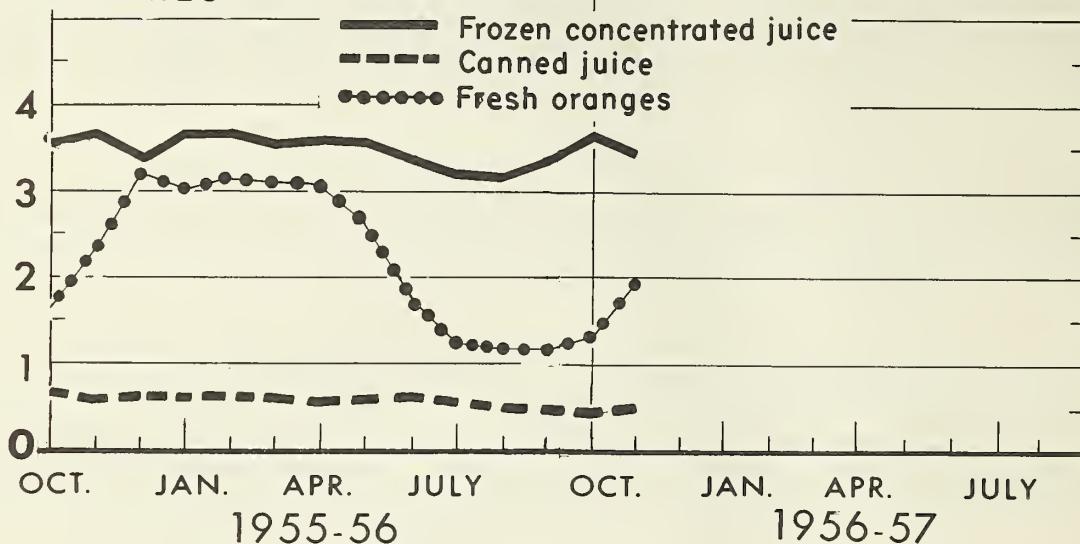
In November 1956, 25 percent of the Nation's families purchased 1.4 million boxes of fresh grapefruit. While this was about three times the October purchases, it was about 20 percent less than November 1955 purchases. The smaller volume of purchases of grapefruit was largely due to a decrease in the proportion of families buying. Purchases of grapefruit from all producing areas were lower except for California-Arizona, which showed a 9 percent increase.

Householders' purchases of fresh lemons in November 1956 were up 12 percent from November 1955. The proportion of families buying lemons was almost unchanged, but those buying purchased more lemons than in November a year earlier.

Householders purchased 252,000 boxes of tangerines in November 1956, or 44 percent more than in November 1955. The increased purchases were due to both a larger proportion of families buying and to a larger average purchase.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES *



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3776-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

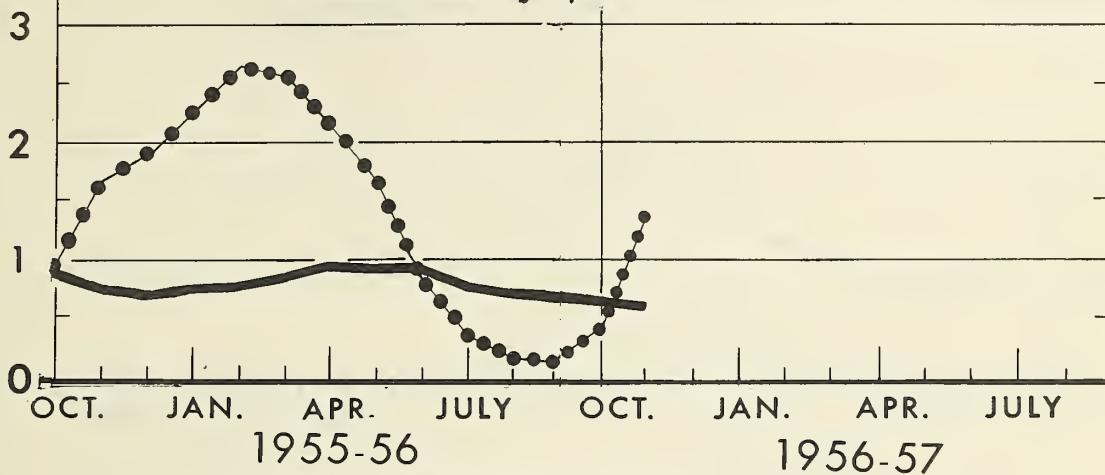
| Period | Fresh | Frozen | Canned | Total |
|--------------------------|---------|--------------|--------------|--------|
| | oranges | concentrated | single- | |
| | 1956-57 | 1955-56 | orange juice | |
| | 1,000 | 1,000 | boxes | |
| | boxes | boxes | boxes | |
| October..... | 1,301 | 1,643 | 3,620 | 5,928 |
| November..... | 1,961 | 2,350 | 3,440 | 6,565 |
| December..... | 3,270 | | 3,621 | 7,312 |
| October-December 1/..... | 8,020 | | 3,395 | 21,579 |
| January..... | 3,008 | | 3,671 | 7,327 |
| February..... | 3,142 | | 3,649 | 7,436 |
| March..... | 3,126 | | 3,569 | 7,307 |
| October-March 1/..... | 18,166 | | 23,406 | 45,727 |
| April..... | 3,055 | | 3,603 | 7,236 |
| May..... | 2,617 | | 3,565 | 6,784 |
| June..... | 1,726 | | 3,390 | 5,726 |
| October-June 1/..... | 26,041 | | 34,916 | 67,035 |
| July..... | 1,268 | | 3,201 | 5,003 |
| August..... | 1,160 | | 3,147 | 4,791 |
| September..... | 1,129 | | 3,310 | 4,938 |
| Season 1/..... | 29,875 | | 45,455 | 82,810 |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES*

— Canned juice
••••• Fresh grapefruit



* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3777-57 (2) AGRICULTURAL MARKETING SERVICE

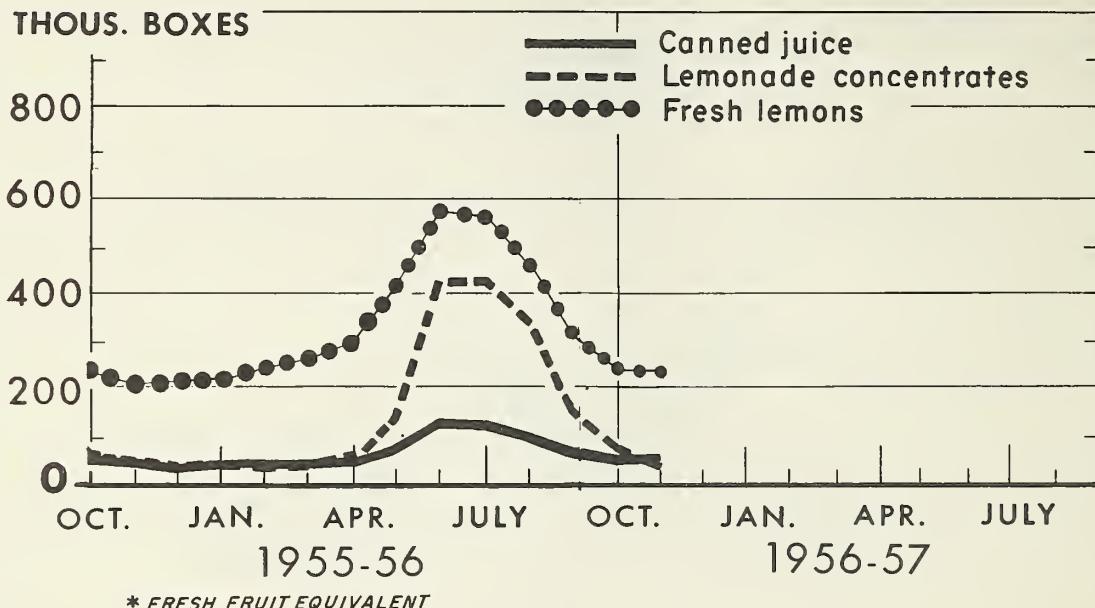
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

| Period | Fresh grapefruit | | Canned single-strength grapefruit juice | | Total | |
|--------------------------|------------------|----------------|---|----------------|----------------|----------------|
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| October..... | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| November..... | 444 | 984 | 674 | 813 | 1,118 | 1,797 |
| December..... | 1,359 | 1,695 | 620 | 674 | 1,979 | 2,369 |
| October-December 1/..... | 1,932 | 5,165 | 732 | 2,407 | 2,407 | 2,664 |
| | | | | | | 7,572 |
| January..... | | 2,246 | | 754 | | 3,000 |
| February..... | | 2,672 | | 788 | | 3,460 |
| March..... | | 2,543 | | 857 | | 3,400 |
| October-March 1/..... | | 13,370 | | 5,000 | | 18,376 |
| April..... | | 2,165 | | 940 | | 3,105 |
| May..... | | 1,668 | | 926 | | 2,594 |
| June..... | | 860 | | 940 | | 1,800 |
| October-June 1/..... | | 18,411 | | 8,029 | | 26,440 |
| July..... | | 353 | | 768 | | 1,121 |
| August..... | | 184 | | 705 | | 889 |
| September..... | | 161 | | 679 | | 840 |
| Season 1/..... | | 19,142 | | 10,349 | | 29,491 |
| | | | | | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



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Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

| Period | Fresh lemons | | | Lemon juice 1/ | | | Concentrate for lemonade | | | Total |
|---------------------|--------------|-------------|-------------|----------------|-------------|-------------|--------------------------|-------------|-------------|-------------|
| | 1956-57 | | 1955-56 | 1956-57 | | 1955-56 | 1956-57 | | 1955-56 | |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| October | 248 | 228 | 53 | 39 | 74 | 49 | 75 | 53 | 376 | 320 |
| November | 32 | 207 | 44 | 35 | 31 | 37 | 32 | 39 | 308 | 281 |
| December | 216 | 216 | 36 | 36 | 31 | 31 | 34 | 34 | 286 | 286 |
| October-December 3/ | 713 | 713 | 129 | 129 | 125 | 125 | 133 | 133 | 975 | 975 |
| January | | 218 | | 37 | | 32 | | 37 | | 292 |
| February | | 242 | | 42 | | 34 | | 36 | | 320 |
| March | | 261 | | 42 | | 37 | | 40 | | 343 |
| October-March 3/ | | 1,492 | | 262 | | 236 | | 255 | | 2,009 |
| April | | 283 | | 46 | | 58 | | 59 | | 393 |
| May | | 416 | | 71 | | 135 | | 138 | | 625 |
| June | | 573 | | 124 | | 410 | | 425 | | 1,122 |
| October-June 3/ | | 2,876 | | 528 | | 894 | | 937 | | 4,341 |
| July | | 563 | | 117 | | 415 | | 426 | | 1,106 |
| August | | 457 | | 96 | | 341 | | 351 | | 904 |
| September | | 309 | | 65 | | 137 | | 141 | | 515 |
| Season 3/ | | 4,303 | | 815 | | 1,870 | | 1,940 | | 7,058 |

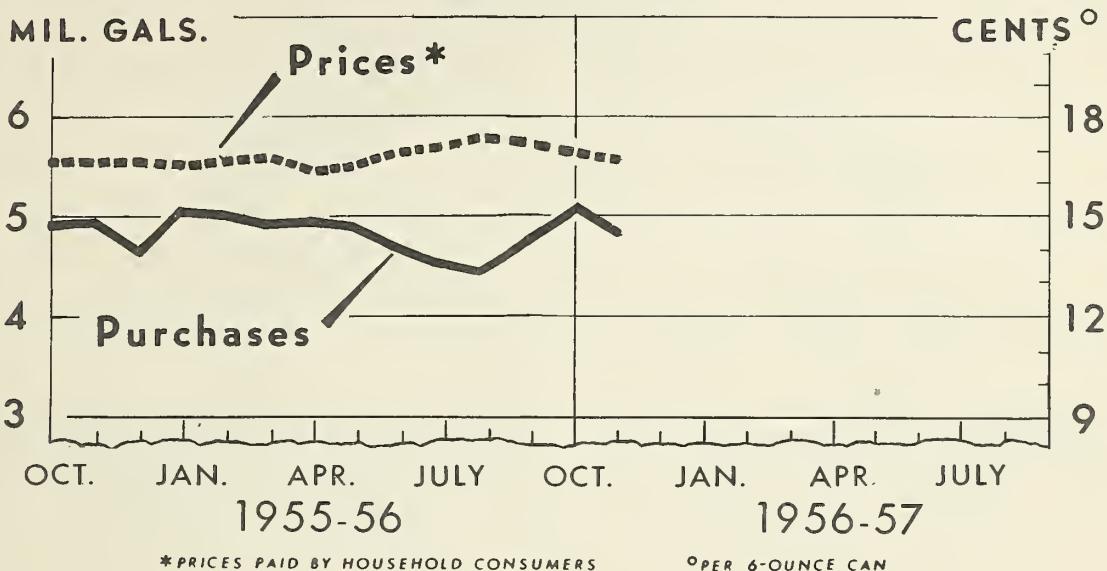
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

OPER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3779-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 4

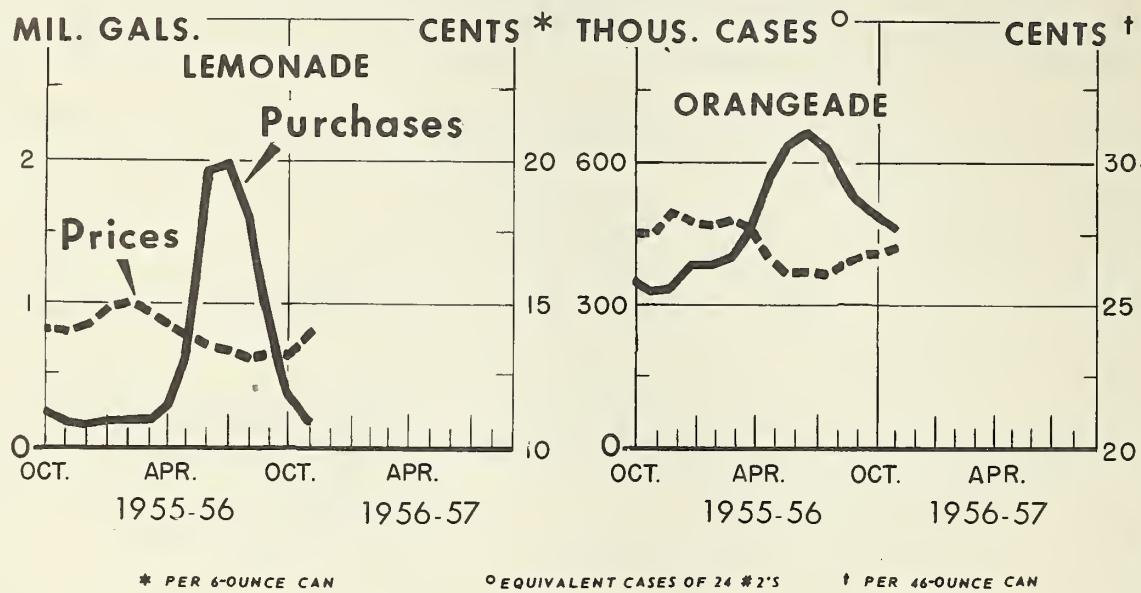
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

| Period | Purchases | | Average price per 6 oz. can | |
|--------------------------|---------------|---------------|--------------------------------|---------|
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | 1,000 gallons | 1,000 gallons | Cents | Cents |
| October..... | 5,070 | 4,962 | 17.0 | 16.6 |
| November..... | 4,818 | 4,995 | 16.7 | 16.6 |
| December..... | | 4,683 | | 16.7 |
| October-December 1/..... | | 15,822 | | |
| January..... | | 5,043 | | 16.6 |
| February..... | | 5,012 | | 16.7 |
| March..... | | 4,903 | | 16.8 |
| October-March 1/..... | | 32,216 | | |
| April..... | | 4,970 | | 16.4 |
| May..... | | 4,917 | | 16.5 |
| June..... | | 4,676 | | 16.8 |
| October-June 1/..... | | 48,092 | | |
| July..... | | 4,515 | | 17.0 |
| August..... | | 4,439 | | 17.3 |
| September..... | | 4,669 | | 17.2 |
| Season 1/..... | | 62,957 | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3780-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

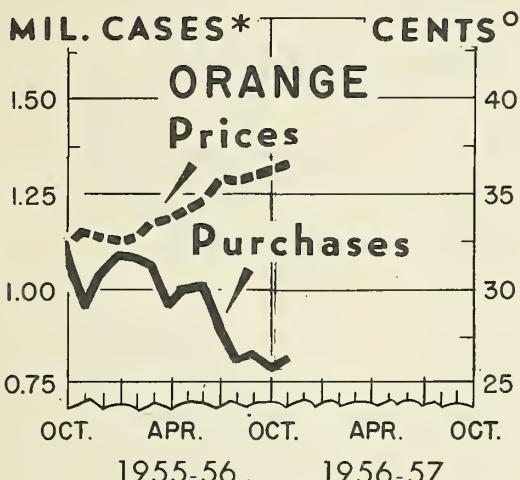
| Period | Frozen lemonade | | | | Canned single-strength orangeade | | | |
|--------------------------|-----------------|---------|-----------------------------|---------|----------------------------------|----------|------------------------------|---------|
| | Purchases | | Average price per 6 oz. can | | Purchases | | Average price per 46 oz. can | |
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | gallons | gallons | Cents | Cents | cases 1/ | cases 1/ | Cents | Cents |
| October..... | 350 | 230 | 13.4 | 14.0 | 484 | 351 | 26.9 | 27.5 |
| November..... | 148 | 174 | 14.3 | 14.0 | 466 | 326 | 27.2 | 27.3 |
| December..... | | 147 | | 14.3 | | 330 | | 28.2 |
| October-December 2/..... | | 593 | | | | 1,071 | | |
| January..... | | 153 | | 14.8 | | 379 | | 27.9 |
| February..... | | 163 | | 14.8 | | 379 | | 27.6 |
| March..... | | 177 | | 14.7 | | 393 | | 28.0 |
| October-March 2/..... | | 1,121 | | | | 2,348 | | |
| April..... | | 273 | | 14.2 | | 446 | | 27.6 |
| May..... | | 640 | | 13.8 | | 563 | | 26.7 |
| June..... | | 1,942 | | 13.6 | | 634 | | 26.2 |
| October-June 2/..... | | 4,239 | | | | 4,106 | | |
| July..... | | 1,966 | | 13.3 | | 660 | | 26.2 |
| August..... | | 1,614 | | 13.1 | | 627 | | 26.1 |
| September..... | | 688 | | 13.3 | | 522 | | 26.6 |
| Season 2/..... | | 8,866 | | | | 6,087 | | |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

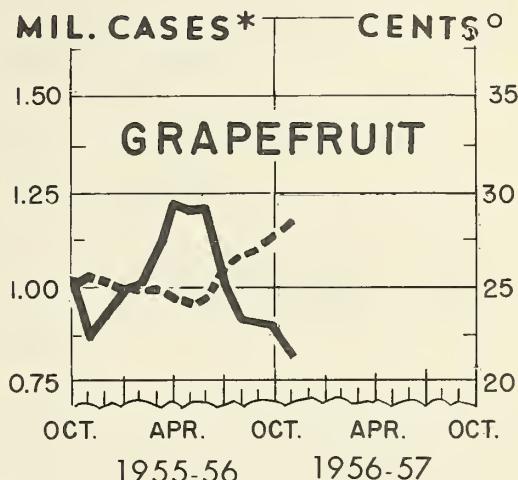
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

| Period | Orange | | | | Grapefruit | | | |
|--------------------------|-----------|----------|------------------------------|---------|------------|----------|------------------------------|---------|
| | Purchases | | Average price per 46 oz. can | | Purchases | | Average price per 46 oz. can | |
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | cases 1/ | cases 1/ | Cents | Cents | cases 1/ | cases 1/ | Cents | Cents |
| October..... | 775 | 1,104 | 36.4 | 32.3 | 884 | 1,033 | 27.9 | 25.3 |
| November..... | 834 | 954 | 36.6 | 33.0 | 813 | 857 | 28.6 | 25.5 |
| December..... | | 1,038 | | 32.8 | | 930 | | 25.2 |
| October-December 2/..... | | 3,351 | | | | 3,059 | | |
| January..... | | 1,081 | | 32.7 | | 981 | | 24.9 |
| February..... | | 1,077 | | 33.1 | | 1,025 | | 24.8 |
| March..... | | 1,021 | | 33.5 | | 1,114 | | 24.8 |
| October-March 2/..... | | 6,801 | | | | 6,439 | | |
| April..... | | 960 | | 33.5 | | 1,223 | | 24.5 |
| May..... | | 1,000 | | 34.2 | | 1,204 | | 24.4 |
| June..... | | 1,013 | | 34.5 | | 1,221 | | 24.6 |
| October-June 2/..... | | 9,990 | | | | 10,370 | | |
| July..... | | 898 | | 35.7 | | 1,007 | | 26.0 |
| August..... | | 814 | | 35.6 | | 924 | | 26.6 |
| September..... | | 839 | | 36.2 | | 890 | | 27.3 |
| Season 2/..... | | 12,751 | | | | 13,410 | | |

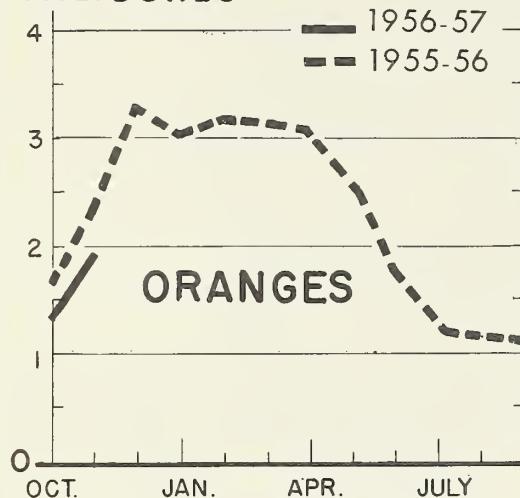
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH CITRUS FRUIT

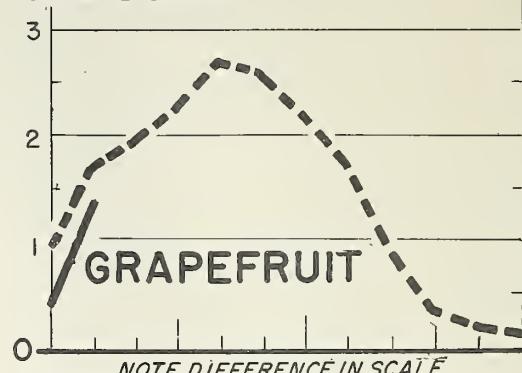
Consumer Purchases

MIL. BOXES



ORANGES

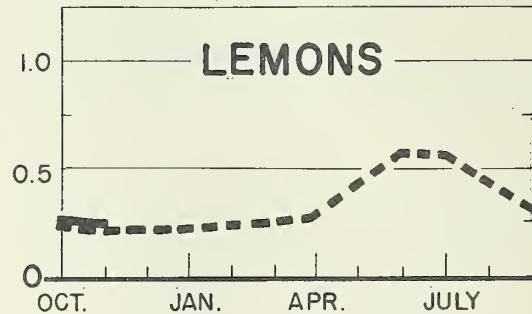
MIL. BOXES



GRAPEFRUIT

NOTE DIFFERENCE IN SCALE

LEMONS



U. S. DEPARTMENT OF AGRICULTURE

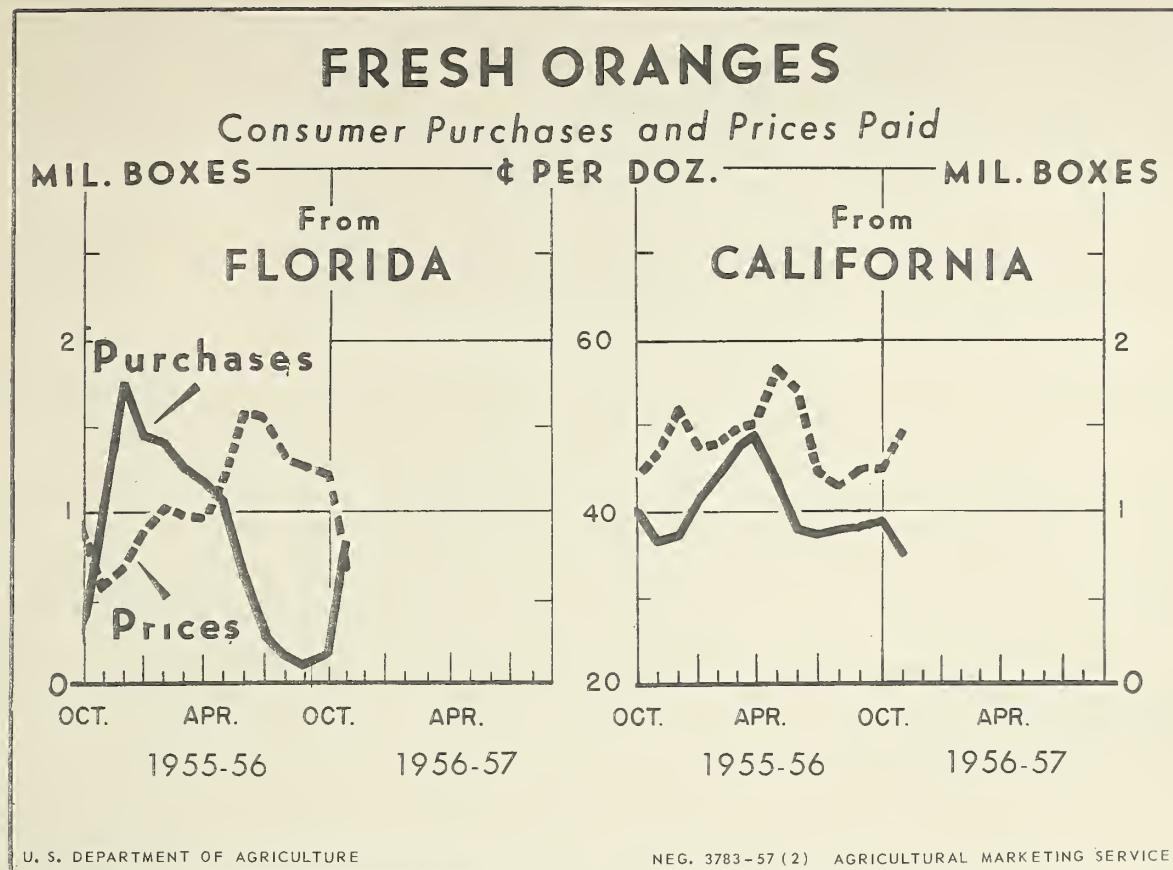
NEG. 3782-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

| Period | Oranges | | | | Grapefruit | | | | Lemons | | | |
|--------------------------|-------------|-------------|---------------|---------|-------------|-------------|---------------|---------|-------------|-------------|---------------|---------|
| | Purchases | | Average price | | Purchases | | Average price | | Purchases | | Average price | |
| | 1,000 boxes | 1,000 boxes | Cents | Cents | 1,000 boxes | 1,000 boxes | Cents | Cents | 1,000 boxes | 1,000 boxes | Cents | Cents |
| 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 |
| October..... | 1,301 | 1,643 | 45.2 | 42.1 | 444 | 984 | 118.7 | 90.7 | 248 | 228 | 46.2 | 43.9 |
| November..... | 1,961 | 2,350 | 40.0 | 37.9 | 1,359 | 1,695 | 90.0 | 80.1 | 232 | 207 | 47.5 | 45.5 |
| December..... | 3,270 | | 39.4 | | | 1,932 | 77.8 | | | 216 | | 46.8 |
| October-December 1/..... | 8,020 | | | | | 5,165 | | | | 713 | | |
| January..... | 3,008 | | 41.4 | | | 2,246 | | | | 218 | | 48.1 |
| February..... | 3,142 | | 43.7 | | | 2,672 | | | | 242 | | 46.3 |
| March..... | 3,126 | | 44.9 | | | 2,543 | | | | 261 | | 44.6 |
| October-March 1/..... | 18,166 | | | | | 13,370 | | | | 1,492 | | |
| April..... | 3,055 | | 45.8 | | | 2,165 | | | | 288 | | 42.5 |
| May..... | 2,617 | | 51.5 | | | 1,668 | | | | 416 | | 40.2 |
| June..... | 1,726 | | 53.0 | | | 860 | | | | 573 | | 44.0 |
| October-June 1/..... | 26,041 | | | | | 18,411 | | | | 2,876 | | |
| July..... | 1,268 | | 45.8 | | | 353 | | | | 563 | | 44.6 |
| August..... | 1,160 | | 43.0 | | | 184 | | | | 457 | | 43.9 |
| September..... | 1,129 | | 44.7 | | | 161 | | | | 309 | | 45.8 |
| Season 1/..... | 29,375 | | | | | 19,142 | | | | 4,303 | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3783-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

| Period | Florida | | | | California-Arizona | | | |
|--------------------------|----------------|----------------|-------------------------|---------|--------------------|----------------|-------------------------|---------|
| | Purchases | | Average price per dozen | | Purchases | | Average price per dozen | |
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | 1,000 boxes | 1,000 boxes | Cents | Cents | 1,000 boxes | 1,000 boxes | Cents | Cents |
| October..... | 166 | 390 | 44.9 | 36.8 | 938 | 1,009 | 45.6 | 44.6 |
| November..... | 855 | 1,081 | 33.4 | 32.0 | 746 | 842 | 48.6 | 47.0 |
| December..... | 1,765 | | | 33.8 | | 871 | | 52.2 |
| October-December 1/..... | 3,618 | | | | | 2,953 | | |
| January..... | 1,427 | | | 37.5 | | 1,063 | | 47.4 |
| February..... | 1,399 | | | 40.2 | | 1,191 | | 48.0 |
| March..... | 1,261 | | | 39.6 | | 1,384 | | 49.8 |
| October-March 1/..... | 8,070 | | | | | 6,944 | | |
| April..... | 1,186 | | | 39.7 | | 1,458 | | 50.3 |
| May..... | 1,065 | | | 44.5 | | 1,190 | | 56.9 |
| June..... | 596 | | | 51.5 | | 892 | | 54.1 |
| October-June 1/..... | 11,137 | | | | | 10,679 | | |
| July..... | 248 | | | 50.8 | | 859 | | 44.8 |
| August..... | 144 | | | 46.8 | | 870 | | 42.8 |
| September..... | 86 | | | 45.1 | | 886 | | 44.7 |
| Season 1/..... | 11,639 | | | | | 13,515 | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, November 1956 and 1955 (4-week period)

| Commodity | Percentage of all families buying | | Total quantity | | Per buying family | | | | Average price per unit | |
|----------------------------|-----------------------------------|---------|----------------|---------------|-------------------|--------|-----------------------|--------|------------------------|-------|
| | | | | | Purchases | | Quantity per purchase | | Unit | |
| | 1956 | 1955 | 1956 | 1955 | 1956 | 1955 | 1956 | 1955 | 1956 | 1955 |
| | Percent | Percent | 1,000 gallons | 1,000 gallons | Number | Number | Ounces | Ounces | Ounces | Cents |
| Frozen concentrated juices | | | | | | | | | | |
| Orange..... | 28.6 | 30.2 | 4,818 | 4,995 | 2.2 | 2.3 | 20.2 | 19.2 | 6 | 16.7 |
| Grapefruit..... | 1.1 | 1/ | 70 | 1/ | 1.2 | 1/ | 14.4 | 1/ | 6 | 13.8 |
| Other concentrates..... | 2/ | 2/ | 380 | 527 | 2/ | 2/ | 12.9 | 14.9 | 6 | 18.5 |
| Total..... | 30.1 | 31.9 | 5,268 | 5,522 | 2.4 | 2.5 | 19.3 | 18.5 | | 16.6 |
| Refrigerated juice | | | | | | | | | | |
| chilled orange juice..... | 2.7 | 1/ | 1,296 | 1/ | 3.2 | 1/ | 38.7 | 1/ | 3/ | 37.3 |
| Concentrated ades | | | | | | | | | | |
| Frozen | | | | | | | | | | |
| Lemonade..... | 1.9 | 2.0 | 148 | 174 | 1.4 | 1.5 | 14.8 | 14.7 | 6 | 14.3 |
| Shelf-pack | | | | | | | | | | |
| Orangeade..... | 4/ | 1.1 | 4/ | 97 | 4/ | 1.6 | 4/ | 15.0 | 6 | 4/ |
| Single-strength ade | | | | | | | | | | |
| Canned orangeade..... | 3.4 | 2.8 | 466 | 326 | 1.7 | 1.7 | 71.9 | 63.8 | 46 | 27.2 |
| | | | | | | | | | | 27.3 |

1/ Data not obtained for this period.

2/ Information not available.

3/ Per equivalent quart.

4/ Too few purchases reported for analysis.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, November 1956 and 1955 (4-week period)

| Commodity | Percentage of all families buying | | Total quantity | | Per buying family | | | | Average price per unit | |
|--------------------------|-----------------------------------|---------|----------------|----------------|-------------------|--------|-----------------------|--------|------------------------|-------|
| | | | | | Purchases | | Quantity per purchase | | Unit | |
| | 1956 | 1955 | 1,000 cases 1/ | 1,000 cases 1/ | Number | Number | Ounces | Ounces | Ounces | Cents |
| | Percent | Percent | | | | | | | | |
| Canned fruit | | | | | | | | | | |
| Grapefruit sections..... | 5.6 | 2/ | 313 | 2/ | 1.4 | 2/ | 38.0 | 2/ | 3/ 16 | 18.0 |
| Canned juices | | | | | | | | | | |
| Orange..... | 8.0 | 9.5 | 834 | 954 | 1.7 | 1.7 | 52.7 | 53.9 | 46 | 36.6 |
| Grapefruit..... | 7.2 | 8.0 | 813 | 857 | 1.6 | 1.6 | 61.7 | 61.2 | 46 | 28.6 |
| Lemon..... | 1.8 | 1.6 | 42 | 32 | 1.4 | 1.3 | 15.1 | 14.3 | 5 1/2 | 11.7 |
| Prune..... | 7.6 | 7.4 | 662 | 553 | 1.9 | 1.8 | 41.0 | 37.6 | 32 | 32.6 |
| Tomato..... | 16.8 | 18.4 | 1,670 | 1,830 | 1.6 | 1.5 | 56.0 | 57.1 | 46 | 27.7 |
| Total 4/..... | 45.9 | 46.8 | 6,781 | 6,826 | 2.5 | 2.6 | 50.9 | 50.8 | | 32.6 |

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Data not obtained for this period.

3/ Net weight 1 lb. (No. 303 can).

4/ Includes other canned single-strength juices.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, November 1956 and 1955 (4-week period)

| Commodity | Percentage of all families buying | | Total quantity | | Per buying family | | | | Average price per dozen | |
|-------------------------|-----------------------------------|------|----------------|-------------|-------------------|--------|-----------------------|-------|-------------------------|-------|
| | | | | | Purchases | | Quantity per purchase | | | |
| | 1956 | 1955 | 1956 | 1955 | 1956 | 1955 | 1956 | 1955 | 1956 | 1955 |
| | | | 1,000 boxes | 1,000 boxes | Number | Number | Units | Units | Cents | Cents |
| Oranges | | | | | | | | | | |
| California-Arizona..... | 18.2 | 18.5 | 746 | 842 | 1.7 | 1.8 | 12.1 | 12.0 | 48.6 | 47.0 |
| Florida..... | 16.4 | 19.8 | 855 | 1,081 | 1.6 | 1.7 | 14.8 | 14.8 | 33.4 | 32.0 |
| Unidentified..... | 8.4 | 9.2 | 294 | 345 | 1.3 | 1.4 | 12.9 | 12.1 | 37.7 | 36.0 |
| Total <u>1/</u> | 37.7 | 41.7 | 1,961 | 2,350 | 1.9 | 1.9 | 13.4 | 13.2 | 40.0 | 37.9 |
| Grapefruit | | | | | | | | | | |
| California-Arizona..... | 2.0 | 2.0 | 76 | 70 | 1.3 | 1.5 | 4.7 | 4.4 | 98.3 | 99.1 |
| Florida..... | 15.8 | 18.4 | 838 | 1,032 | 1.7 | 1.8 | 5.0 | 5.1 | 90.7 | 78.5 |
| Unidentified..... | 8.5 | 10.9 | 344 | 461 | 1.4 | 1.4 | 4.7 | 4.7 | 89.2 | 81.0 |
| Total <u>1/</u> | 24.6 | 29.1 | 1,359 | 1,695 | 1.8 | 1.9 | 5.0 | 5.0 | 90.0 | 80.1 |
| Lemons..... | 17.2 | 17.3 | 232 | 207 | 1.5 | 1.4 | 6.3 | 6.0 | 47.5 | 45.5 |
| Tangerines..... | 7.4 | 5.4 | 252 | 175 | 1.2 | 1.1 | 9.7 | 9.7 | 45.1 | 46.9 |

1/ Includes small purchases of Texas fruit.

